

**Abstract**

The present invention provides novel isolated nucleic acids comprising an avian nucleic acid sequence encoding an ovomucoid gene expression control region. The ovomucoid promoter region of the present invention  
5 allows expression of an operably linked heterologous nucleic acid insert in a transfected cell such as, for example, an avian oviduct cell. The isolated avian ovomucoid promoter of the present invention may be operably linked with a selected nucleic acid insert, wherein the nucleic acid insert encodes a polypeptide desired to be expressed in a transfected cell. The recombinant  
10 DNA of the present invention may further comprise a polyadenylation signal sequence. The present invention further includes expression vectors comprising an isolated avian ovomucoid gene expression control region of the present invention, and transfected cells and transgenic avians comprising the expression vectors.

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